

# Tackle your healthcare challenges

## Five steps to positive change

We all know the healthcare industry is undergoing one of its biggest shakeups in the past 50 years.

More and more services are moving out into the community. Competition from the private sector is becoming increasingly healthy – especially around those community based services. The big hope is that these initiatives will take the pressure off acute hospitals, inspire higher levels of innovation and provide a more flexible service that responds better to patients' individual needs.

Meanwhile, however, budgets are being squeezed. And at a time when patient expectations are increasing.

Don't we all expect to be able to get the information we need at the touch of the button? The result is further pressure on you to respond more quickly, and with better information than previously.

The challenge for every organisation is to increase both productivity and efficiency. To find innovative and better ways of doing things. All in a way that will simplify processes and keep budgets firmly under control. And most importantly, improve patient outcomes.

In this how-to guide, we suggest practical ways you can focus on to tackle today's challenges.



### Key healthcare challenges

Manage significant **structural and cultural change**

Work with **challenging new budgets**

Meet rising **patient expectations**

“In five years time our organisation will be dramatically different. This will be driven partly through culture, and partly through technology.”

Jonathan Lewis,  
CEO, Bromley Healthcare

While there is no magic formula to solve the challenges healthcare organisations are facing, there are five broad areas you can focus on that will significantly increase your chances of making positive and lasting change:

1	<b>Make sure you manage the cultural shift</b>	We talk a lot about improving services for patients. You also need to <b>think about employees</b> . Introducing new and better ways of working through mobile technology inevitably means managing a cultural transformation. But this doesn't need to be as daunting as it sounds. As a first step, consider how your people are measured today, and how you will re-evaluate their role in the 'new world'. You may find it's valuable to <b>move metrics away from factors like attendance, and focus them more on output</b> .
2	<b>Boost productivity through flexible working</b>	One sure way to improve patient service is to <b>free up staff from unnecessary admin and travel</b> – so you can increase the amount of time they can spend on patient visits. Our experience shows that enabling community based staff to work more flexibly – giving them access to your office based systems and records while they're on the move – can <b>save multiple hours per staff member per day</b> . More importantly, with the right information at their fingertips, your people can make fully informed decisions at the point of care.
3	<b>Simplify processes to reduce costs</b>	We've observed that simple tasks like <b>getting a letter dictated by a doctor</b> and sent to the patient's front door can involve anything up to <b>50 processes</b> . By using mobile technology that automates manual processes, it's possible to <b>reduce these steps by around 80%</b> . This is more efficient and productive for the staff members involved, and it could help you to eliminate paper, improve accuracy, significantly reduce costs and ultimately be more responsive.
4	<b>Build services around patients and where they are</b>	Much work has been done in recent years to make health services more accessible online. But what about taking digital services to the patient home? When you equip community staff with access to patient information on the move – say via a tablet – they can look up clinical records, order medication, all on the spot. <b>The patient can see things are getting done</b> , repeat visits are reduced and patient satisfaction gets a further boost. You can also make use of new ways to monitor home-based patients remotely, <b>so they don't need to visit local health centres so frequently</b> .
5	<b>Reduce the money you spend on offices</b>	The move to community based services has benefits for patients that want to return home. It also reduces pressure on hospitals. Could it also help you <b>reduce the money you spend on offices</b> ? Flexible and mobile working can <b>significantly reduce your need for fixed office and desk space</b> . We recommend a profiling programme that helps you work out just who needs access to an office and when. Typically, this information will enable you to significantly rationalise your property estate.



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